

**Pending Claims as of June 25, 2003**

1. (Amended) A method of providing tooth whitening services to a plurality of clients by one dental professional, which comprises:
  - (a) providing a tooth whitening module comprising at least two workstations, each workstation in the module being operated by the dental professional;
  - (b) assigning each client to a workstation of the module; and
  - (c) having the dental professional administer tooth whitening services to each client in each workstation of the module,wherein at least a portion of the tooth whitening procedure is provided to each client simultaneously.
2. A method according to claim 1, further comprising evaluating clients prior to administering tooth whitening services.
3. A method according to claim 2, wherein clients are evaluated at a location physically removed from the workstations.
4. The method according to claim 2, wherein the step of evaluating comprises examining clients to determine their suitability for undergoing tooth whitening.
5. A method according to claim 4, wherein the step of evaluating comprises: comparing shades in a shade guide to the shade of the client's teeth and choosing a desired shade as a goal for treatment.
7. A method according to claim 1, which further comprises priming the teeth of the clients prior to administering tooth whitening services.
8. A method according to claim 7, wherein the step of priming the teeth of the clients comprises brushing the teeth of each of the clients with a prewhitening dentifrice.
19. A method according to claim 1, wherein tooth whitening services comprises substantially whitening cosmetically visible teeth of a client.

20. A method according to claim 19, wherein the teeth are substantially whitened in less than about two hours.
21. A method according to claim 19, wherein the teeth are substantially whitened in less than about ninety minutes.
22. A method according to claim 19, wherein the teeth are substantially whitened in less than about sixty minutes.
23. A method according to claim 1, wherein a whitening productivity coefficient of greater than about 32 is obtained.
24. A method according to claim 1, wherein a whitening productivity coefficient of greater than about 96 is obtained.
25. A method according to claim 1, wherein a whitening productivity coefficient of greater than about 192 is obtained.
26. A method according to claim 3, wherein evaluating clients is done in an examination chair.
27. A method according to claim 8, wherein the prewhitening dentifrice has organoleptic properties designed to be pleasing to a client.
28. A method according to claim 40, wherein the whitening gel has organoleptic properties designed to be pleasing to a client.
29. A method according to claim 47, wherein the isolation material has organoleptic properties designed to be pleasing to a client.

40. A method of administering tooth whitening services, comprising the steps of:
- (a) applying a whitening gel to all cosmetically visible teeth of a client; and
  - (b) applying light to all of said teeth of said client simultaneously for a fixed period of time, and
  - (c) repeating steps (a) and (b) two to five times.
41. The method of claim 40, wherein steps (a) and (b) are repeated from about two to about five times, , and wherein steps (a) – (c) are completed in less than about two hours.
42. A method according to claim 41, wherein steps (a) and (b) are repeated three times.
43. A method according to claim 40, wherein the period of time is about twenty minutes.
44. A method according to claim 40, further comprising a step of isolating the teeth of the client from gingival tissue prior to the step of applying whitening gel.
45. A method according to claim 40, further comprising a step of priming of the teeth of the client prior to the step of applying the whitening gel.
46. A method according to claim 45, wherein priming comprises brushing the teeth of the client with a pre-whitening dentifrice.
47. A method according to claim 44, wherein isolating the teeth of the client comprises applying a suitable isolation material.
48. A method according to claim 40, wherein the whitening gel comprises from about 1% to about 35% hydrogen peroxide.
49. A method according to claim 40, further comprising a step of comparing the shade of teeth to a desired shade on a shade guide.

50. A method of providing tooth whitening services, comprising:

- (a) establishing a network of satellite centers, associate centers and master tooth whitening centers;
- (b) establishing standards for a tooth whitening method;
- (c) training dental professionals in the tooth whitening method employing said standards;
- (d) providing uniform promotional material for the satellite centers, associate centers and master tooth whitening centers regarding the tooth whitening methods; and
- (e) providing compositions and devices to the satellite centers, associate centers and master tooth whitening centers practicing the tooth whitening methods.

51. The method of claim 50, further comprising a callback service wherein a central telephone number of internet site is provided to furnish information to potential clients as to the location of satellite centers, associate centers and master tooth whitening centers.

52. The method of claim 51, wherein the callback service comprises a data processing means.

53. A method of collecting and disseminating tooth whitening client information, comprising:

- (a) providing information about tooth whitening services to potential tooth whitening clients;
- (b) providing a means of receiving contacts initiated by potential clients; and
- (c) providing a means of informing said potential clients of locations where tooth whitening services can be obtained.

54. The method of claim 53, wherein the means of receiving contacts initiated by potential clients and informing said potential clients of locations where tooth whitening services can be obtained through a telephonic connection, a web site, email or written correspondence.

55. The method of claim 53, wherein locations where tooth whitening services can be obtained include office of dental professionals.

56. The method of claim 53, wherein locations where tooth whitening services can be obtained include locations that pay a fee for collecting and disseminating said tooth whitening client information.
57. The method of claim 53, wherein the means of receiving contacts initiated by potential clients is a database.
58. The method of claim 53, wherein the information is provided through a database.
59. (New) The method of claim 40, wherein the whitening gel comprises from about 5% to about 35% hydrogen peroxide.
60. (New) The method of claim 40, wherein the whitening gel comprises from about 3% to about 20% hydrogen peroxide.
61. (New) The method of claim 40, wherein the whitening gel comprises from about 6% to about 15% hydrogen peroxide.
62. (New) The method of claim 40, wherein the whitening gel comprises an oxidizing compound.
63. (New) The method of claim 62, wherein the oxidizing compound is selected from the group consisting of hydrogen peroxide, carbamide peroxide, calcium peroxide, sodium perborate, potassium persulfate, peracetic acid, metal peroxides, alkali metal percarbonates, and alkali metal perborates.
64. (New) The method of claim 63, wherein the oxidizing compound comprises hydrogen peroxide.
65. (New) The method of claim 63, wherein the oxidizing compound comprises hydrogen peroxide and carbamide peroxide.
66. (New) The method of claim 62, wherein the oxidizing compound comprises a peroxyacid compound.

67. (New) The method of claim 66, wherein the peroxyacid compound is selected from the group consisting of peroxyacetic acid and a peroxyacid precursor compound.

68. (New) The method of claim 67, wherein the peroxyacid precursor compound is selected from the group consisting of glyceryl triacetate, acetylated amino acids, acetylsalicylic acid, and N,N,N',N'-tetraacetyl ethylenediamine, vinyl acetate polymers and copolymers, acetylcholine, and other biologically acceptable acetylated compounds.

69. (New) The method of claim 40, wherein the whitening gel comprises a photosensitizing agent.

70. (New) The method of claim 69, wherein the photosensitizing agent is selected from the group consisting of semiconductor particles, benzophenone derivatives, benzotriazole derivatives, diketones, metal-ligand complexes, and phthalocyanin-metal complexes.

71. (New) The method of claim 70, wherein the photosensitizing agent comprises a semiconductor particles are selected from the group consisting of titanium dioxide and zinc oxide.

72. (New) The method of claim 70, wherein the photosensitizing agent comprises a diketones selected from the group consisting of camphorquinone and benzil.

73. (New) The method of claim 70, wherein the photosensitizing agent comprises a metal-ligand complexes selected from the group consisting of ferric potassium oxalate, manganese gluconate, ethylenediamine tetraacetic acid, diethylenetriamine pentaacetic acid, nitrilotriacetic acid, 1-hydroxyethylidene-1,1-diphosphonic acid, ethylenediamine tetra(methylenephosphonic acid), diethylenetriamine penta(methylenephosphonic acid), sorbitol, xylitol, mannitol, maltitol, and lactitol.

74. (New) The method of claim 40, wherein the whitening gel comprises an oxidizing compound and a photosensitizing agent.

75. (New) The method of claim 74, wherein the oxidizing compound comprises hydrogen peroxide and the photosensitizing agent comprises ethylenediamine tetraacetic acid.

76. (New) The method of claim 40, further comprising the step of treating the teeth with a desensitizing composition after steps (a) and (b) are repeated two to five times.

77. (New) The method of claim 76, wherein the desensitizing composition comprises at least one of potassium nitrate and fluoride.

78. (New) The method of claim 76, wherein the desensitizing composition comprises from about 3% to about 6% potassium nitrate by weight of the composition.

79. (New) A method of providing tooth whitening services to a plurality of clients by one dental professional, which comprises:

- (a) providing a tooth whitening module comprising at least two workstations, each workstation in the module being operated by the dental professional;
- (b) assigning each client to a workstation of the module; and
- (c) having the dental professional administer tooth whitening services to each client in each workstation of the module,

wherein the tooth whitening services comprises the steps of:

- (i) applying a whitening gel to all of the cosmetically visible teeth of the client;
- (ii) applying light to all of the teeth simultaneously for a fixed period of time; and
- (iii) repeating steps (i) and (ii) two to five times.

80. (New) A method of providing tooth whitening services to a plurality of clients by one dental professional, which comprises:

- (a) providing a tooth whitening module comprising at least two workstations, each workstation in the module being operated by the dental professional;
- (b) assigning each client to a workstation of the module; and
- (c) having the dental professional administer tooth whitening services to each client in each workstation of the module,

wherein the tooth whitening services comprises the steps of:

- (i) applying a whitening gel to all of the cosmetically visible teeth of the client;

(ii) applying light to all of the teeth simultaneously for a fixed period of time of about 15 to about 30 minutes; and

(iii) repeating steps (i) and (ii) two to five times.

81. (New) A method of providing tooth whitening services to a plurality of clients by one dental professional, which comprises:

(a) providing a tooth whitening module comprising at least two workstations, each workstation in the module being operated by the dental professional;

(b) assigning each client to a workstation of the module; and

(c) having the dental professional administer tooth whitening services to each client in each workstation of the module,

wherein the tooth whitening services comprises the steps of:

(i) applying a whitening gel to all of the cosmetically visible teeth of the client;

(ii) applying light to all of the teeth simultaneously for a fixed period of time of about 20 minutes; and

(iii) repeating steps (i) and (ii) three times.

82. (New) A method of administering tooth whitening services, comprising the steps of:

(a) applying a whitening gel to all cosmetically visible teeth of a client; and

(b) applying light to all of the teeth simultaneously for a fixed period of time of about 15 to about 30 minutes, and

(c) repeating steps (a) and (b) two to five times.

83. (New) A method of administering tooth whitening services, comprising the steps of:

(a) applying a whitening gel to all cosmetically visible teeth of a client; and

(b) applying light to all of the teeth simultaneously for a fixed period of time of about 20 minutes, and

(c) repeating steps (a) and (b) three times.